

CLAIMS

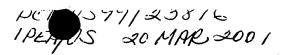
What is claimed is:

A method of virtual prospecting comprising;
an advertiser manually selecting an individual prospect and an individual
commercial, and identifying the selection to a third party;
the third party electronically communicating the commercial to the prospect;
the prospect making a response to the commercial;
the third party tracking the response; and
the third party reporting back to the advertiser with information relating to the

- 2. The method of claim wherein the step of narrowly selecting a prospect comprises the advertiser selecting the prospect from a prospect list.
- 3. The method of claim 1 wherein the step of narrowly selecting includes the advertiser selecting the commercial from a list of available commercials.
- 4. The method of claim 1 wherein the commercial is an executable file.

response to the commercial.

- 5. The method of claim 1 wherein the commercial includes an identification code.
- 6. The method of claim 1 wherein the commercial is communicated to the prospect as an attachment to an e-mail.
- 7. The method of claim 1 wherein the commercial includes a hyperlink to a web site.
- 8. The method of claim 1 wherein the step of tracking includes determining whether a commercial is opened.
- 9. The method of claim 1 wherein the step of tracking includes initiating a substantially synchronous link between the prospect and the agent.



- 10. The method of claim 9 wherein the substantially synchronous link comprises a telephone call.
- 11. The method of claim 9 wherein the substantially synchronous link comprises a chat site.
- 12. The method of claim 1 wherein the step of reporting back includes providing the advertiser with a sorting of prospects by action.